

Peer Review Plan

Preliminary Title:	U.S. Demand for Vegetables		
	<input checked="" type="checkbox"/>	Influential Scientific Information	
Agency:	Economic Research Service USDA	<input type="checkbox"/>	Highly Influential Scientific Assessment
Agency Contact:	Elise Golan, egolan@ers.usda.gov		
Subject of Review:	The Federal Government has been interested in knowing what intervention strategies can be employed to increase fruit and vegetable consumption. How responsive are consumers to reductions in the prices of fruits and vegetables? Demand elasticity estimates can be used to answer such a question. We estimate a demand system for eight categories of vegetables--dark green/orange, potatoes, tomatoes, and others separated by fresh and processed forms. Such a demand system, specified according to the current dietary guidelines, is new in the literature. The estimation for vegetable demands is based on Nielsen's Homescan data. The data come from a panel of U.S. households, which recorded food purchases for at-home consumption from all retail outlets. The data include detailed product characteristics, quantity, and expenditures for each food item purchased. They also include detailed information on household income and demographics. Therefore, the data are well suited for estimating household food demands for home consumption. It is important to note that since 1987-88, the Federal government has not collected price data in the food consumption surveys so that recent Federal survey data are deficient in conducting demand analyses.		
Purpose of Review:	The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.		
Type of Review:	<input type="checkbox"/>	Panel Review	<input checked="" type="checkbox"/> Individual Reviewers
	<input type="checkbox"/>	Alternative Process (Briefly Explain):	
Timing of Review (Est.):	Start:	06/05/07	End: XX/XX/XX Completed: XX/XX/XX
Number of Reviewers:	<input type="checkbox"/>	3 or fewer	<input checked="" type="checkbox"/> 4 to 10 <input type="checkbox"/> More than 10
Primary Disciplines/Types of Expertise Needed for Review:	Economists		
Reviewers selected by:	<input checked="" type="checkbox"/>	Agency	<input type="checkbox"/> Designated Outside Organization
		Organization's Name:	
Opportunities for Public Comment?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No
	If yes, briefly state how and when these opportunities will be provided:		
	How:		
	When:		
Peer Reviewers Provided with Public Comments?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No
Public Nominations Requested for Review Panel?	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No

